

Message Text

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C O N F I D E N T I A L STATE 115443

NESCO; ROME FOR MAYNES

E.O. 11652: GDS

TAGS: PORG, UNESCO, SOPN

SUBJECT:ASSISTANT SECRETARY MAYNES APPOINTMENT WITH UNESCO
DG M'BOW

SUMMARY: BASED ON HIS OBSERVATIONS OF DEBATE OF THE
SEMINAR ON NEWS AGENCIES ORGANIZED JOINTLY BY THE UNESCO
COMMISSION FOR THE STUDY OF COMMUNICATION PROBLEMS (ICSCP)
AND THE SWEDISH GOVERNMENT, AND THE SUBSEQUENT MEETING OF
THE COMMISSION, APRIL 24-27 IN STOCKHOLM, WILLIAM HARLEY
(IO/UCS CONSULTANT) SUGGESTS FOLLOWING POINTS HAVE IMPLI-
CATIONS FOR YOUR MEETING WITH DG M'BOW MAY 9. END SUM-
MARY.

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1. IN VIEW OF THE ATTACKS BY M'BOW ON WESTERN MEDIA AT
CURRENT EXBD AND HIS CLAIM THAT THEY WERE OPPOSING ESTAB-
LISHMENT OF LDC NEWS AGENCIES, YOU SHOULD KNOW THAT U.S.
AND OTHER WESTERN NEWS SERVICES UNIFORMLY FORTHCOMING AND
POSITIVE IN THEIR INTERVENTIONS AT STOCKHOLM SEMINAR GOING
OUT OF THEIR WAY TO ASSURE LDCS THAT THEY WERE NOT OP-
POSED TO ESTABLISHMENT OF NATIONAL NEWS AGENCIES OR CO-

OPERATIVE NEWS POOLS, PROVIDING THERE WAS NO MONOPOLY. IN FACT, THEY WELCOMED THEM AS MEANS FOR IMPROVING THEIR OWN SOURCES OF INFORMATION AND COVERAGE. GEORGE BEEBE, SPEAKING ON BEHALF OF INTER-AMERICAN PRESS ASSOCIATION, TOOK SAME POSITION.

2. OPPOSITION TO THE NEW INFORMATION ORDER APPEARS TO BE SETTLED SOVIET POLICY. LEONID ZAMIATINE (DEPUTY OF THE SUPREME SOVIET, AND UNTIL RECENTLY DIRECTOR GENERAL OF TASS) REPEATED IN THIS FORUM THE ATTACK HE HAD MADE ON THIS CONCEPT AT THE INITIAL MEETING OF ICSCP IN DECEMBER. HE SCOFFED AT THE NEW INFORMATION ORDER AS ILL-DEFINED AND BEYOND HIS UNDERSTANDING. "IT MAY BE ALL RIGHT TO BANDY THIS SLOGAN ABOUT IN THE CORRIDORS OF THE UN BUT IT MEANS NOTHING TO ME." BREZHNEV HAS CREATED A NEW POSITION FOR ZAMIATINE, MAKING HIM THE "TSAR" OF SOVIET MEDIA TO WHICH, HE CONFIDED TO ELIE ABEL, HE IS TO GIVE THE PARTY LINE.

3. SINCE THE THIRD WORLD REACTION TO THIS ATTACK ON WHAT TO THEM IS HOLY WRIT WAS ONE OF ANGER AND COUNTER-DETERMINATION, THE U.S. HAS THE POSSIBILITY OF EXPLOITING THIS SITUATION BY FINDING WAYS OF SUPPORTING A "NEW INFORMATION ORDER" AND SHAPING IT IN POSITIVE WAYS SO THAT, RATHER THAN A RETALITORY MOVE BY THE "HAVE NOTS", IT CAN BE TURNED INTO A NEW WORLD COMMUNICATIONS MOVEMENT IN WHICH ALL WOULD JOIN TO EXTEND AND EXPAND THE BENEFICIENT INFLUENCES OF MODERN COMMUNICATIONS FOR ALL PEOPLES.

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4. MUSTAPHA MASMOUDI (TUNISIAN MINISTER OF INFORMATION) WAS CARRYING THE FLAG FOR THE LDCS AT STOCKHOLM IN BOTH THE SEMINAR AND THE COMMISSION MEETING. ALTHOUGH CUBA HAS JUST SUCCEEDED TUNISIA AS CHAIR FOR THE COUNCIL ON NON-ALIGNED COUNTRIES, TUNISIA DOES NOT INTEND TO SURRENDER THE LEADERSHIP ROLE BEGUN AT NAIROBI. MASMOUDI, INTER ALIA, PASSIONATELY DEFENDED THE NEW INFORMATION ORDER, PROPOSED THE IMPLEMENTATION OF THE 1948 INTERNATIONAL RIGHT TO REPLY, DEMANDED THAT THE COMMISSION PRECEDE ITS NEXT SESSION (PARIS, JULY 10-14) WITH A SEMINAR ON THE NEW INFORMATION ORDER, REQUESTED THAT THE DECLARATION ON USE OF THE MEDIA BE CONSIDERED BY THE COMMISSION, AND CIRCULATED IN THE COMMISSION THE RESOLUTIONS OF THE HAVANA MEETING OF THE NON-ALIGNED COUNCIL AND AN "OPEN LETTER" SIGNED BY REPRESENTATIVES OF LDCS AND WESTERN RADICALS ATTACKING THE ICSCP SECRETARIAT FOR STACKING THE COMPOSITION OF THE SEMINAR AGAINST THE THIRD WORLD. ALTHOUGH MASMOUDI CAME ON STRONGLY, THIS APPEARED TO BE PARTLY ROLE PLAYING FOR THE NON-ALIGNED CONSTITUENCY. TUNISIA WILL CONTINUE TO HAVE MAJOR INFLUENCE IN THE MEDIA DIALOGUE AND IS A COMPARATIVELY MODERATE LDC WITH WHOM

THE U.S., AS IT DID IN NAIROBI, CAN USEFULLY CONVERSE.

5. THE SOVIETS AND NON-ALIGNED COUNTRIES APPEAR TO BE GEARING UP FOR A NEW PUSH ON THE DECLARATION. THREE SPEECHES WERE MADE IN THE SEMINAR DEMANDING ITS IMMEDIATE PASSAGE. MASMOUDI TRIED TO HAVE IT CONSIDERED IN THE ICSCP; THE NON-ALIGNED COUNCIL HAS REQUESTED THAT THE REVISED DECEMBER DRAFT BE CIRCULATED AND THE MATTER BE BROUGHT TO VOTE AT THE 20TH GC. KAARLE NORDENSTRENG (FINNISH PROFESSOR AND PRESIDENT OF THE INTERNATIONAL ORGANIZATION OF JOURNALISTS) AND CLEMENT JONES (UK JOURNALIST) WHO WAS NORDENSTRENG'S COLLABORATOR IN WRITING THE TWO DRAFT REVISIONS, SENT A CABLE TO M'BOW APRIL 27. THEY CLAIMED THEY HAD ACCOMMODATED NEARLY ALL CONCERNS
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INTO THE DECEMBER VERSION AND THEREFORE URGED THE DG TO GIVE IT HIS STRONG ENDORSEMENT. THEY WERE CONFIDENT THAT IF HE WOULD DISTRIBUTE THE DRAFT NOW TO MEMBER STATES AND BRING IT TO A VOTE AT THE 20TH GC "IT WOULD BE PASSED OVERWHELMINGLY." THE STRATEGY THAT SEEMS TO BE SHAPING UP IS TO CLAIM THAT ALL OF THE OBJECTIONABLE PARTS OF THE TEXT HAVE NOW BEEN TAKEN OUT AND NOBODY FAVORS WAR PROPAGANDA, RACISM, OR APARTHEID; ERGO, "WE ARE NOW ALL IN ACCORD."

6. ELIE ABEL REPORTS THAT HE HAS BEEN SOUGHT OUT TWICE BY SYG WALDHEIM'S ADMINISTRATIVE ASSISTANT TO INDICATE

THE SECRETARY-GENERAL'S DISPLEASURE WITH M'BOW'S HANDLING OF THE MEDIA ISSUE. WALDHEIM HAS BEEN GETTING CRITICISM FROM U.S. NETWORKS, NEWS AGENCIES, AND NEWSPAPERS ABOUT UNESCO ACTIVITIES IN THE MEDIA FIELD. THE SYG IS UNHAPPY WITH M'BOW GOING AROUND THE WORLD GIVING OUTSPOKEN SPEECHES ATTACKING WESTERN MEDIA AND PROMOTING THE NEW INFORMATION ORDER. CHRISTOPHER

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